

BELIEVE IN THE POWER OF CHEW.

Introducing new and improved Greenies®.



Even
the best
can get better.

Everyone knows that Greenies® have set the standard in dental chews. Dogs love them. People love them. People love that dogs love them. But we still wanted to make our product even better. So we went back to the drawing board. We looked at how a dog bites. How a dog chews. How a dog swallows and digests. Frankly, we looked at so much science it made our heads spin. But guess what. After all that work we actually did it! Now our new chewy and nutritious Greenies® recipe is better than ever.



For one thing we made new Greenies® irresistibly chewy. They're so chewy, that dogs can't help but gnaw them into little teeth-cleaning, breath-freshening bits. And they start dissolving right in the mouth, making each nutritious piece easy to swallow and digest. Call us crazy, but we figure if a dog's going to eat it, we should make it as enjoyable as possible.

No dog can resist
a chewy curve.

We didn't stop there, though. Scientists and vets showed us that apparently dogs really liked oval shapes. Go figure! So not being a company that argues with a dog's tastes, we redesigned Greenies® with a lot more curves. A rounded head, some rounded bristles and even a rounded handle, and we had a masterpiece. Every chewy curve fits around a dog's teeth, to help significantly control plaque and tartar build-up, the two leading causes of gingivitis and periodontal disease.

Not all jaws are
created equal.



You think we were satisfied? No way! We went and found a science we hadn't even heard of before, called Biometrics. And we discovered there was more than just size to the story. Dogs actually chewed differently, depending on their skull type. So we figured hey, why not make a treat that's perfect for each of them! Now each of our five sizes is designed to work perfectly for each dog's bite.


A conviction of
the heart.

We could give you lots more reasons to choose Greenies®. But let's face it. It all comes down to the fact that dogs love them. And really, a healthy, happy dog is reason enough.



THE DESIGN FOR CLEAN TEETH

When it comes to dental chews, it's not just what's inside that counts. We've even enhanced the Greenies® dental chew design to take into account the way a dog bites.



The elliptically shaped bristles now wrap around teeth for greater contact with each individual tooth. Each groove is designed to fit canine teeth naturally and provide a break point that eases breakdown during chewing.

A new oval brush head allows for easy manipulation within the mouth and encourages a dog to use more teeth on the product.

A new handle features a valley down the shaft and between the knuckle ends that provides additional break points and allows dogs to grip the chew with their paws for easy manipulation.

THE KEY TO DIGESTIBLE DAILY MAINTENANCE

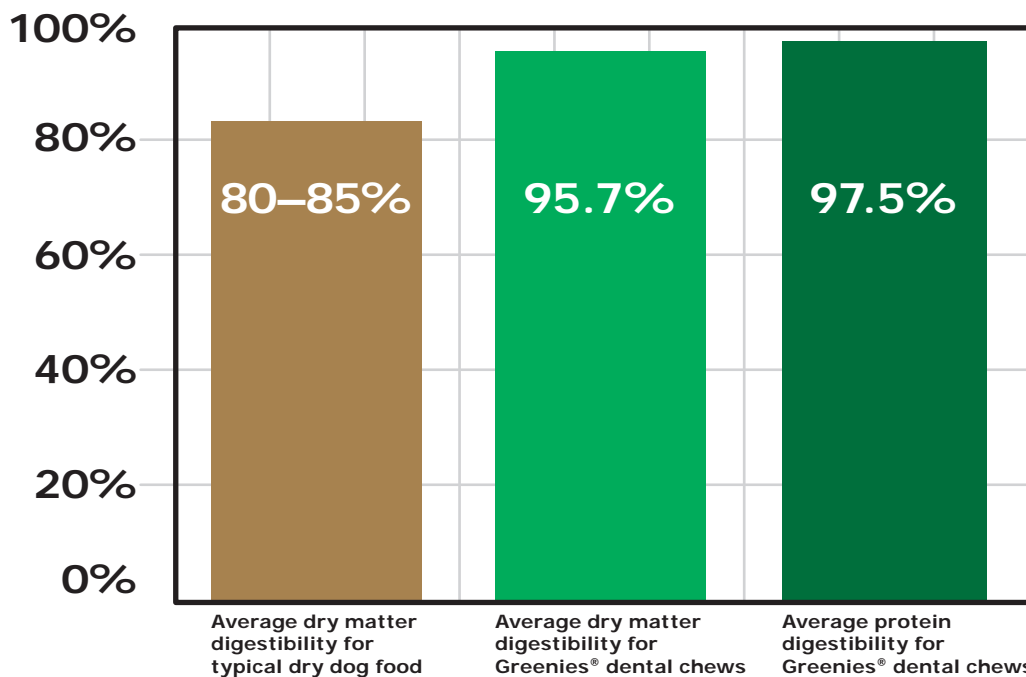
Everything that goes into a dog's system needs to count. So our new Greenies® dental chews are easy to digest and deliver maximum benefit to the dog.

Protein isolates help make new Greenies® dental chews easily digestible for optimal absorption.

Special soy protein isolates were formulated without the oligosaccharides (complex sugars) associated with undesired side effects such as flatulence or loose stools.

As dogs interact with the product, various grooves and valleys in the new design facilitate thorough chewing.

Digestibility of Greenies® dental chews vs. premium dry dog food



WHY ISOLATES?

Isolates are highly digestible, highly concentrated sources of protein. They're low in fat and carbohydrates.

THE CHEWY ADVANTAGE

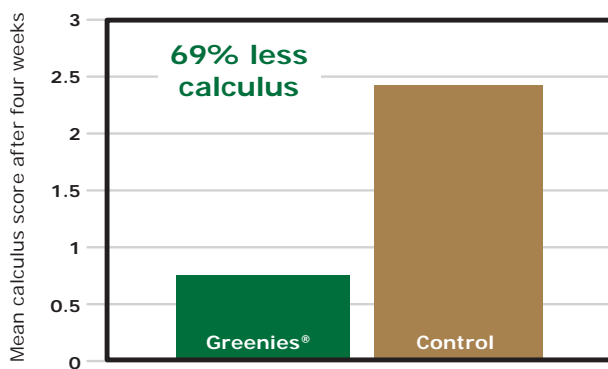
We all know dogs are going to chew. Greenies wants to make sure they have something worth chewing on.

Five chewy textures now accommodate differing bite forces of dogs in each weight class.

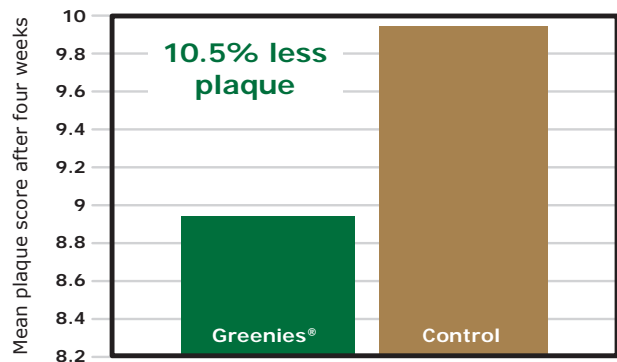
Each texture encourages optimal chewing action to help control plaque and tartar buildup—leading causes of gingivitis and periodontal disease.

Studies have shown that new Greenies® dental chews significantly control plaque and tartar buildup.

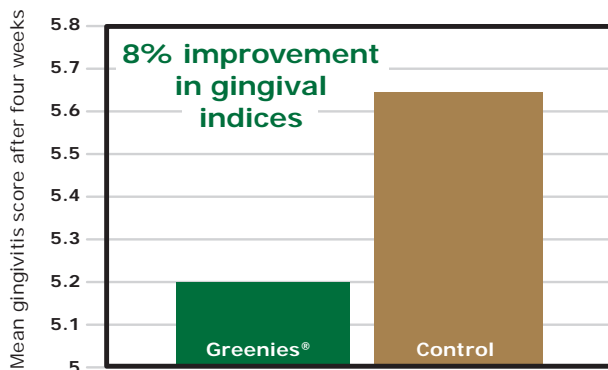
Accumulation of calculus



Accumulation of plaque



Improvement in gingival indices



Results based on a clean mouth study with dry food for both experimental and control groups.

Greenies® group = One Greenies® dental chew a day + adult maintenance dry diet

Control group = Adult maintenance dry diet alone

The new formulation allows teeth to sink in and be cleaned thoroughly with every bite.

Just one new Greenies® dental chew a day can help control plaque and calculus buildup.

THE NUTRITIONAL BALANCE

If a dog's going to eat it, we might as well make it good for them. So every new Greenies® dental chew is formulated with essential nutrients a dog needs each day.

The new Greenies® dental chew formulation is a balanced blend of high-quality proteins, vitamins and minerals. It's high in protein, low in fat and nutritionally complete for adult dog maintenance.

Guaranteed analysis

Crude Protein (Min)	52%
Crude Fat (Min)	4%
Crude Fiber (Max)	1.5%
Moisture (Max)	15%

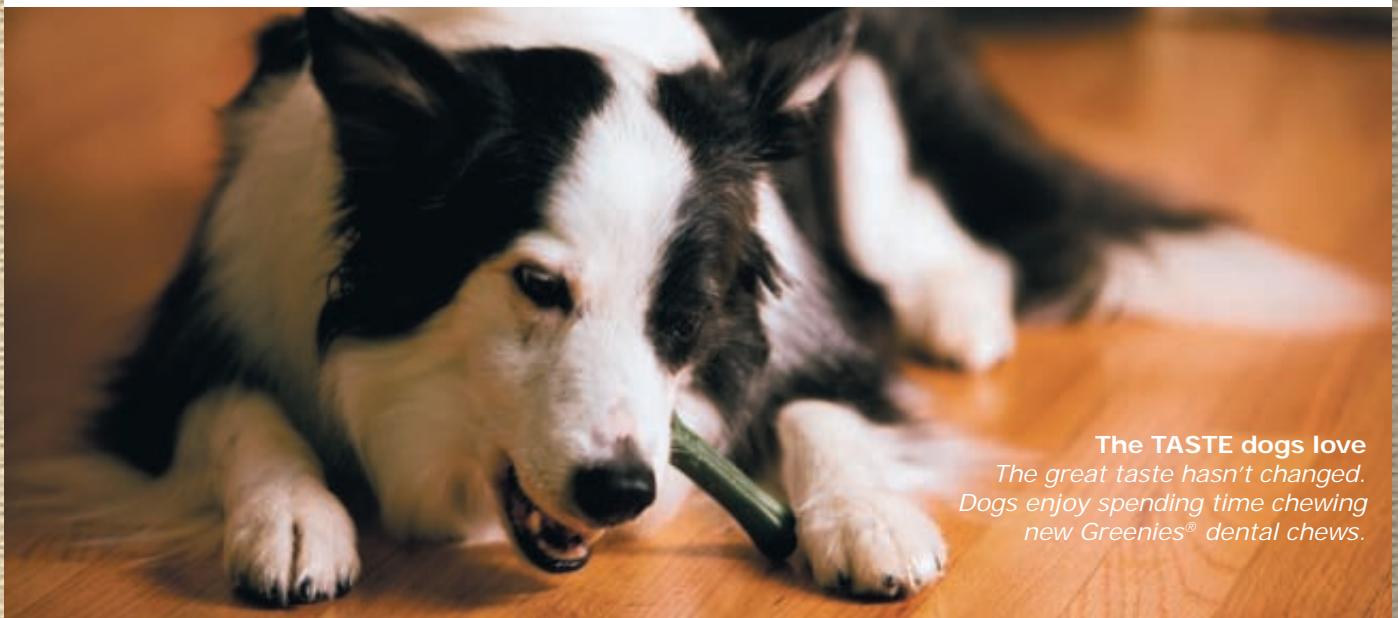
Total kilocalories per dental chew

	kcal/treat
TEENIE™	25
PETITE	54
REGULAR	90
LARGE	144
JUMBO	270

Ingredients:

Gelatin, Wheat Protein Isolate, Glycerin, Soy Protein Isolate, Sodium Caseinate, Natural Poultry Flavor, Hydrogenated Starch Hydrolysate, Vegetable Oil (Preserved with Propyl Gallate), Sodium Tripolyphosphate, Lecithin, Ground Flaxseed, Calcium Carbonate, Magnesium Monostearate, Monoglycerides of Edible Fatty Acids, Choline Chloride, Potassium Sorbate (A Preservative), Minerals (Magnesium Oxide, Zinc Sulfate, Ferrous Sulfate, Copper Sulfate, Manganese Sulfate, Potassium Iodide), Vitamins (dl-Alpha Tocopherol Acetate [source of Vitamin E], Vitamin B₁₂ Supplement, Calcium Pantothenate, Niacin Supplement, Vitamin A Supplement, Riboflavin Supplement, Vitamin D₃ Supplement, Biotin, Pyridoxine Hydrochloride [Vitamin B₆], Thiamine Mononitrate [Vitamin B₁], Folic Acid), Chlorophyll.

Greenies® dental chews can be an important part of a healthy dog's daily caloric intake. Owners should be counseled to reduce maintenance energy intake accordingly to maintain a healthy weight.



The TASTE dogs love
*The great taste hasn't changed.
Dogs enjoy spending time chewing
new Greenies® dental chews.*